12/14/95

1996 PRELIMINARY FREE STANDING INSERT SCHEDULE

BRAND	JAN	FEB	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	TOTAL $M	OF INS.
CAMBRIDGE														
Drop Date:	1/29/96				5/19/96			8/25/96			11/17/96			4
Circ: (000)	24,940													
Offer:	$1.50 off ctn/5 pck													
Total Gross Cost ($M):	$151.1												$151.1	
CAMBRIDGE														
VALASSIS C&D COVERAGE														
Drop Date:		2/4/96			5/19/96			8/18/96			11/10/96			4
Circ: (000)		5,782												
Offer:		$1.50 off ctn/5 pck												
Total Gross Cost ($M):		$78.1											$78.1	
VIRGINIA SLIMS														
Drop Date:	1/21/96						7/21/96		9/22/96					3
Circ: (000)	44,058													
Offer:	V-WEARSPREAD $1,$2,$3 OFF CTN													
Total Gross Cost ($M):	$588.5												$588.5	
MERIT									9/15/96					1
Drop Date:														
Circ: (000)														
Offer:														
Total Gross Cost ($M):													$0.0	
PARLIAMENT														
Drop Date:						6/16/96								1
Circ: (000)														
Offer:														
Total Gross Cost ($M):													$0.0	
BASIC														
Drop Date:		2/25/96												1
Circ: (000)		NATIONAL/59,867												
Offer:		B2GIF												
Total Gross Cost ($M):		$377.9											$377.9	
TOTAL						1							**$1,195.6**	14

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Source: https://www.industrydocuments.ucsf.edu/docs/ytkn0004